

NEW YEAR

# AMERICAN ROOFER & SIDING CONTRACTOR



**January, 1952**

*In This Issue:*

**1952: The Outlook For Shingles & Siding  
Advertising On A "Shoestring"**

*Photo of the Month See Page 11*



## HAVE YOU GOT THE RIGHT ROOFING TO SELL THEM?

Today, with many consumer goods hard-to-get, a prosperous public is turning to home building and to home maintenance and repairs.

Here's a tremendous roofing market! Some 800,000 new homes this year, even after allowing for building restrictions. And, literally, millions of reroofing, maintenance, and repair jobs!

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Now

**CCA**

## AMERICAN ROOFER & SIDING CONTRACTOR

is pleased to report that the publication has joined the  
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The CCA was created by advertisers and publishers together to give you an accurate measure of total market coverage. CCA includes, but does not segregate paid and selective distribution.

A CCA circulation report is available and will be sent to any interested manufacturer on request.

A Market Report on the Roofing and Siding Industry, from an extensive survey conducted by this publication, has just been completed. A copy will be sent on request to any interested company. Write to:

AMERICAN ROOFER & SIDING CONTRACTOR  
425 Fourth Avenue New York 16, N. Y.

**"Some 15,000 employees  
in all branches of our  
organization are taking  
advantage of the  
Payroll Savings Plan..."**



**SPENCER LOVE**

Chairman of the Board, Burlington Mills

*"The Payroll Savings Plan is one of the important personnel services offered to the employees of our company. At the present time some 15,000 employees in all branches of our organization are taking advantage of this splendid plan for systematic savings. In times of national emergency this plan assists in stabilizing the economic life of the employee, the community and the nation."*

Last call for the 1951 Defense Bond Campaign!

While the campaign was scheduled for six weeks, beginning Labor Day, the accounting period will include all Payroll Savings Plan bond purchases and enrollments in September and October.

If you haven't conducted a person-to-person canvass to put a Payroll Savings Blank in the hands of every man and woman in your company there is still time to join the thousands of companies which have added nearly a million employees to the Payroll Savings Plan through person-to-person canvasses.

Phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D. C. Your State Director will give you all the help you need—application blanks, posters, envelope stuffers, personal assistance.

Give your employees an opportunity to save for their fu-

ture and at the same time, help to maintain America's economic security—put an application blank in their hands.

**Results of a few recent person-to-person canvasses**

Firestone Tire and Rubber Company (40,000 employees), 87% participation; Universal Atlas Cement Company, 67.8% of 4,789 employees... Martha Mills, 71% of 2,200 employees... Lit Brothers, 52% of 3,600 employees... Delta Air Lines, 65% of 2,100 employees; Aerojet Engineering Corporation, 78.1% of 2,000 employees... Brown-Lipe Chapin Division of General Motors, 87% of 1,750 employees; Fabricast Division, General Motors, 85% of 1,700 employees.

**Person-to-person canvasses now under way include:**

	Number of Employees
38 Major Railroads . . . . .	993,142
Radio Corporation of America . . . . .	40,000
Owens-Illinois Glass Company . . . . .	23,000
Cudahy Packing Company . . . . .	17,000
Pacific Gas and Electric . . . . .	17,000
Willys-Overland . . . . .	6,750
Owens-Corning Fiberglass Corp. . . . .	6,500
White Motor Company . . . . .	6,500
Fruehauf Trailer Company . . . . .	5,700

*The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and*

**American Roofer & Siding Contractor**





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*Any carpenter can apply*

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**SEND FOR THIS FREE BROCHURE:** It tells the full story of this outstanding development . . . shows many beautiful roofs in accurate full-color. Ask for brochure No. AS-85A. Address: Johns-Manville, Box 290, New York 16, New York.

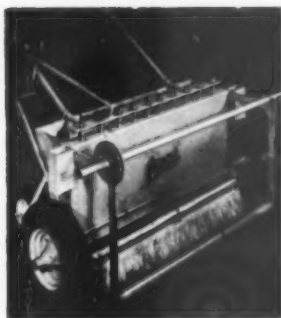




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**Aerol**  
TRADE MARK

## "HEET-MASTER" KETTLES ROOF PUMPS & FELTLAYERS 3 WAYS TO ECONOMY & SPEED



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Current Hot-Roofing methods demand use of only equipment designed to operate on "Low-cost" ratio—and Aerol offers the perfect 3-way time-labor-fuel saver combination—the highly popular "Heat-Master" kettle to produce "hot-stuff" uniformly fast—the Aerol RP-9 pump to hoist the "hot" right to the rooftop where the Aerol-Rix Feltlayer insures quicker and more even laying of felt at savings up to 30%.

Write for Catalog 418 A illustrating the complete Aerol line of roofing accessories.

**BE SURE TO VISIT AEROL BOOTH No. 60  
AT THE 65th ANNUAL CONVENTION  
NATIONAL ROOFING CONTRACTORS ASS'N.  
CONGRESS HOTEL — CHICAGO, ILL.  
JANUARY 28-29-30, 1952**



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Established 1917

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CHICAGO 16, ILL.

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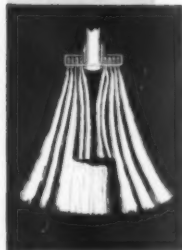
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See for yourself, how the Fiberglas\* and metal K. F. APPLICATOR will actually save you from \$5.00 to \$10.00 per mop!

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no burning or charring  
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Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

**HYDE MANUFACTURING CO.**  
SOUTHBRIDGE, MASS., U. S. A.



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WHO MAKES

**INSELBRIC**

THE **LIFE SAVER**

for **AMERICA'S HOMES**

Shadowline INSELBRIC, Reversible INSELWOOD and the All-New INSELSTONE are "Life Savers" when it comes to keeping profits afloat, too! They sell faster, go up faster, look better and last longer.

Sell the leader! Sell INSELBRIC — "the only insulating siding they ask for by name!"

"I know what goes into INSELBRIC. I've been making it for several years. And I can tell you this — it's impossible to manufacture an insulating siding that uses finer materials, or is better engineered for longer life than INSELBRIC!"

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ON BACK OF EVERY PANEL

# RUBEROID REPORTER

NEWS OF INTEREST TO APPLICATORS • PUBLISHED BY THE RUBEROID CO., 500 Fifth Ave., New York 18, N.Y. • NO. 1

## POST & TIME HELP BUILD DEMAND FOR RUBEROID BRAND IN '52 AD PROGRAM

### 67,871,833 Advertising Impressions

Ruberoid consumer advertising has helped build growing acceptance for asbestos-cement siding. It has helped to sell re-siding by showing home owners how they can have colorful, fireproof, rot-proof, durable sidewalls at a price within their budget.

A revolutionary new sidewall material - Color-Grained Siding - will be featured in Ruberoid's '52 campaign. Color-Grained Siding offers home owners an opportunity to modernize their homes with a combination of dynamic color and texture. In giving new life to old houses in the re-siding market, it has met with tremendous success. The product acceptance being created makes it logical for you to give your customers what they want and cash in on the most sensational sidewall material ever developed.

High spot in early Spring will be a beautiful full-page, four-color ad in The Saturday Evening Post, featur-

ing Color-Grained Siding in a beautiful setting. That ad alone will reach more than 4 million families in the Post, and another 2,800,000 in Good Housekeeping.

16 national magazines, including Time, The Saturday Evening Post, Good Housekeeping, Farm Journal, Successful Farming, Capper's, and Progressive Farmer, will carry Ruberoid sales messages to more than 15 million customers, making 68 million impressions. Ruberoid advertising will help divert more of the consumers' dollars into remodeling and re-siding, opening the door to more business and profits for you.

In 1952, Ruberoid advertising will accelerate the rapidly growing demand among your customers for colorful, economical, durable, and non-critical asbestos siding and other Ruberoid asphalt and asbestos building products. So, sell Ruberoid, the name with consumer acceptance.



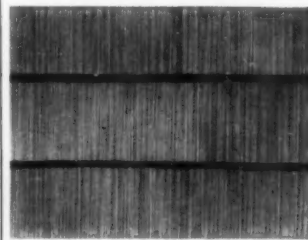
Here are the top magazines on Ruberoid's schedule that will help do a powerful sales-stimulating job for you and Ruberoid products.

### Color-Grained, Sensation In Siding Market

Ruberoid's new Color-Grained Asbestos-Cement Siding is really "ringing the bell." Builders are spontaneously switching after just one good look at it. Homeowners welcome the rich color-styled shades.

Color-Grained Siding is not just an assortment of new colors. It is an entirely new process of integrating two-tone color shades and texturing to produce an overall result of highlight and shadow harmony. Many months of pioneering research were required to work out this unprecedented advance in sidewall beauty. The aim was to give warm personality and "decorator-styled" charm to home exteriors. To accomplish this, the creative abilities of a famous color consultant were combined with the extensive facilities of Ruberoid's research laboratories. The result: four exciting color blends, tuned to the trend toward color harmony ... called Rustic Brown, Birch Gray, Moss Green, and Mission Ivory.

Because Color-Grained Siding makes it possible for home owners to have modern color and texture within low budgets ... because it is easy and quick to apply over old sidewalls ... because it offers you an exciting, new, eye-appealing product to sell ... Color-Grained Siding means more profits for you!



Ruberoid brings Color-Grained Sidewalls to color-conscious America with this revolutionary siding.

# Nailing It Down

**N**O MAN is in a better position to judge the "strength" of a contract for roofing or siding or insulation than the banker who must underwrite that mortgage "paper" which the salesman presents to him. Through knowing how sounds the deals offered to him are, the banker gets to know the difference between a *weak* and a *strong* salesman. Mr. Lawrence A. Gaffney, who represents Fidelity Union Trust Company tells of a case in point when a firm presented the necessary home modernization forms without filling in that portion which stated the name of the holder of the mortgage on the homeowner's home. When the salesman was questioned about this omission he stated meekly that he was afraid the deal would fall through if he asked even one more question.

Obviously, says Mr. Gaffney, when a contract for applying home modernization materials is sold to a homeowner who has been so high-pressured that even a question of absolutely necessary pertinent information cannot be asked of him, it isn't a very good sale, and will likely bring trouble to the company that does the applying.

The answer?

The good salesman doesn't waste his time on "weak" or unsound prospects. He doesn't promise more than his firm can offer, nor does he pressure a customer's name on the dotted line, so that in future all relations between customer and company are likely to be hostile ones. The good salesman can sense very early in his conversation with the prospect what difficulties he may have to surmount in making the sale. If he realizes he is going to have to make outlandish promises, or get down on his hands and knees and beg, he quits right there and gets out. He'd rather spend the time he might have used cajoling dubious prospects, in seeking out and selling better ones.

In this connection Mr. Gaffney offers a case in point!

In a certain firm, all the salesmen except one got up and disappeared when the phone rang. The salesman who remained sat in his chair and laughed and laughed.

"Why are you laughing?" asked Mr. Gaffney.

(Continued on Page 30)

# AMERICAN ROOFER

## and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

## Roofing, Siding & Building Specialties Manual

Vol. 42

JANUARY, 1952

No. 1

## CONTENTS

## Page

Nailing It Down.....	9
1952: The Shingle Outlook.....	11
A Roofing Expert's Wisdom: I. Asphalt Shingles & Roofs.....	12
1952: Insulating Siding Outlook.....	14
Advertising On A "Shoestring".....	16
Covering The World.....	16
Tools, Tips On Cure, II.....	17
Promenade Tile Deck Application.....	20
What's New .....	22
News of the Month.....	26
Kinks & Short Cuts.....	29
Free Catalogues & Literature.....	31

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THE ONE CASE WHERE  
IT'S LEGITIMATE TO

*increase your profits*  
*with a* **GUN!**

**SELL**

**ATOMASTIC**  
the modern exterior coating

*... applied with a pressure - GUN*

**ATOMASTIC'S** proven ability to cover every type of sidewall and retain its beauty and protective qualities in all sorts of climate and all kinds of weather is making friends and profits for dealers from coast to coast. Adding **ATOMASTIC** to your present siding lines will increase your prospect list, build your profits and raise your reputation for doing top grade work. You'll find that your customers are your most enthusiastic salesmen. Don't wait. Be first with the best in your territory. A factory representative will train your applicators and your salesmen. Phone, wire or write for full information on obtaining your dealership now!

**ATOMASTIC** is the original asbestos mastic coating. It is made by an old line paint maker and is sold and applied only through reputable siding companies under license by the manufacturer.



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# AMERICAN ROOFER & SIDING CONTRACTOR

JANUARY

1952

## 1952: the shingle outlook "buy enough to have enough"

MANUFACTURERS shipped 86,704,100 squares of asphalt roofing in 1950, an all-time high. Yet, according to the Department of Commerce, shipments in the first eight months of 1951 were ahead of the first eight months of 1950 by 1,400,000 squares.

Roofing applicators as well as manufacturers played an important role in making this production possible. Heavy inventory buying during the winter of 1949-1950 and 1950-1951 made it possible for manufacturers to ship and for roofing applicators to sell asphalt roofing in unprecedented volume.

Manufacturers' warehousing facilities of asphalt roofing, like most building materials, is relatively limited, particularly in comparison to the enormous demand for roofing in recent years. As a consequence, if roofing applicators hold back and fail to build inventory during the winter months, the manufacturer must curtail production . . . and asphalt roofing which isn't manufactured during the winter can't be sold during the months when demand exceeds shipments. Lost production just can't be reclaimed.

What is the outlook for the asphalt roofing business in 1952?

Another bumper year is in prospect. Despite government controls, even the most pessimistic predict another good

---

By JACK BRYANT  
Managing Director  
Asphalt Roofing Industry Bureau

---

year in new home construction in 1952, and the remodeling-reroofing picture was never brighter.

Except for one four-month period, there hasn't been a single time in the past ten years when roofing applicators couldn't have sold more asphalt



JACK BRYANT

---

### ON OUR COVER

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Something new in the siding field, with promises of huge future profits for the contractor is shown in this month's Cover-Of-The-Month. Look closely at the second house in the picture and you will see the unmistakable texture of Celotex 14" Shadowlap insulating siding. This is one of the first photographs on record showing application of insulating siding on a new home project since FHA acceptance for insulating siding in new home construction was announced (earlier this year).

The project shown here is now under construction by Vinton Easlick, builder, of Mt. Holly, New Jersey. It consists of 32 homes, in Mt. Holly, to be called Easlick Acres. The homes are in the \$9700 bracket, consist of four rooms and bath with full basement and expansion attic. They are fully insulated and have gas heat. Roofs are of asphalt shingles.

---

roofing than manufacturers were able to ship. That one period was during the winter months of 1948-1949, from December through March. Roofing applicators didn't build inventories. Manufacturers had to cut production. By June, roofing applicators couldn't get roofing as fast as they could sell it, and consequently lost a lot of business.

Since 1940, the demand for asphalt roofing has continuously taxed the industry's capacity even though manufacturers have been setting new production records and breaking them almost every year! In spite of tremendous buying in 1951, there is little or no stock in roofing applicators' warehouses as we near the end of the year. Buying

(Continued on Page 29)

## A roofing expert's wisdom: I

# Asphalt shingles

Speaking before the National Association of Housing Officials on October 9th, 1951, at the Eighteenth Annual Meeting held in Washington, D. C. Mr. Frank W. Yeager gave the most concise and complete picture of the basic problems faced in the application and maintenance of asphalt shingle and built-up roofs ever to be presented in a single speech. Through the courtesy of The Flintkote Company of which Mr. Yeager is Chief of Roofing Research at the Research Laboratory in Whippany, New Jersey, **AMERICAN ROOFER & SIDING CONTRACTOR** is enabled to present an exclusive rendition of the speech in a four-part article beginning with this month.

---

**By FRANK W. YEAGER**  
**The Flintkote Company**

---

**T**HE roof of any building is usually its most vulnerable part considering the wear and tear of the elements. For this reason, every structure designed to last should be provided with a roof which combines four essentials; (1) a well-constructed roof deck, (2) roofing materials of proper quality, (3) skillful application, (4) adequate maintenance.

Formal specifications go far in establishing the first two, namely, the deck and roofing materials. To some degree, specifications affect the third, that is, the application. The fourth, maintenance, is primarily in the hands of the owner.

The wide range of housing problems receiving your attention requires dealing with a variety of roofing materials. My own field of activity, which is primarily research and development, ties in with yours, particularly where asphalt shingles and built-up roofings are under consideration. My discussion, therefore, concerns some aspects of the application and maintenance of these roofings, which experience indicates might well receive more attention.

### Asphalt shingles

Asphalt shingles are the roofing for most roofs having slopes of four inches or more to the running foot. And rightly so because these shingles are characterized by variety of color and design, resistance to flame spread, and high dura-

bility of relatively moderate costs. Yet even outstanding examples of this class of roofing, such as the widely used thick butt shingle, where the butt is made heavier the better to resist the destructive effects of weather, can perform best only when properly applied.

To begin at the beginning, just as good substantial foundations are essential to good walls, properly constructed decks are essential to good roofs. Among important considerations here are (1) structurally sound framing, (2) properly seasoned sheathing, (3)

adequate ventilation under the deck, and (4) a dry deck when the shingles are laid.

The first of these, that is, a rigid deck frame, is fundamental. Any weaving in the deck is bound to shorten the life of any roofing laid over it. However, the need for properly dried sheathing is just as important as a solid deck.

Troubles which can result from the use of green sheathing and inadequate below-deck ventilation although not obvious can be quite serious. Warping of poorly seasoned sheathing results in cocked and buckled shingles. This condition is difficult to correct and very often the actual cause is not recognized.

Wood sheathing for decks should preferably be properly seasoned one inch tongue and groove, certainly well matched and seasoned sheathing not wider than 6" should be used securely nailed.

### Adequate Ventilation

Similar troubles can develop because of inadequate ventilation in the attic space under the roof deck. Inadequate under-deck ventilation permits moisture to collect and condense on the underside of the deck and work its way into the sheathing. This is very apt to cause buckling and warping of the boards and the moisture may work its way up through the underside into the roof causing additional troubles, one of which may be blistering.

For these reasons, it is important that the attic space be properly ventilated, for example, by louvered openings high up in the gable ends of the building. Where insulation is applied in the attic space, condensation resulting from poor ventilation may ruin the insulation as well as the roof. When buildings are being completed in cold weather, ven-



Placing bundles of shingles in warehouse storage. For best performance of shingles they should not be left exposed on the job site before using. Rain water can work its way into the shingles and seriously deteriorate them.

# and roofs

**Right: Application of thick butt asphalt shingles on new home. In shingle application a rigid deck frame is fundamental. Any weaving on the deck is bound to shorten the life of any roofing laid over it. The need for properly dried sheathing is just as important as a solid deck.**



tilation should be maintained in the building to prevent condensation.

## Care of Materials

Now, having got the deck properly under control, let's go back to the source of the roofing to be applied. Because roofing materials are rightly considered to be weather resistant, apparently it is often assumed that no particular care need be taken of these materials once they have been delivered to the job, although previous to such delivery proper warehousing is customary.

A little consideration will show that asphalt shingles are weatherproof because the weather exposed surface of the shingle has been given very special treatment to insure this performance. No one would lay shingles upside down on a roof and yet in a sense this is what happens when they are stacked in bundles out in the weather and without protection on the job site several days or weeks before application.

The main point here is to keep the bundles from getting wet. The effect of moisture on the roofing under these conditions is quite different than that normally encountered after they have been properly applied. Rain water getting into the bundles has little or no chance to evaporate as it would on a roof and it, therefore, can work its way into the shingles and may result in discoloration, mildew, and blistering. Experience has shown time and again, in order to have normal appearance and performance, these and other roofing materials should be well protected from weather until actually applied.

With the shingles on the job properly protected, care should be taken to avoid their application to damp decks, wet from heavy dew, or rain, or snow. One



**It is important that the attic space be properly ventilated, as above, by louvered openings high up in the gable ends of the building.**

way to handle this situation is to cover the roof sheathing with 15# asphalt saturated felt as the sheathing is laid.

In the actual application of asphalt shingles, nailing, surprisingly enough, is not always properly done. Large head,  $\frac{3}{8}$ " diam., galvanized nails long enough to give good holding in the deck should be used. Application sheets furnished by the manufacturer and placed in the shingle bundles clearly show how

many nails are to be used per shingle and where these are to be placed.

Take, for example, the widely used 12" x 36" x 5" exposure thickbut strip shingle. Nailing of this shingle is a very simple procedure. Six nails per shingle should be used (never less than four) and these should be driven about  $\frac{3}{4}$ " above and a little to the side of the top of the cutouts, the slots which define the butts of the shingles.

The most common, and probably the most serious, fault is nailing too high, that is, placing the nails way up in the headlap portion of the shingles 2 or 3 inches above the cutout line. High nailing greatly reduces the wind resistances of shingles and is one of the major contributory causes of wind damage. Improperly driven nails (toe nailing) often result in a buckled shingle.

In exposed locations where high winds are likely to be encountered, increasing advantage is being taken of the practice of cementing down shingle tabs with a spot of quick setting tab cement to minimize wind storm damage.

Valleys and flashings require special attention. Care should be taken to have the valley flashings constructed of 2 plies of mineral surfaced roll roofing of ample width, that for the under strip 18" and the top strip 36" wide both smoothly laid, the edges well cemented and nailed. Where chimneys go through the roof, a full base and counter flashing with a saddle on the up side of the chimney are necessary to take care of the differential settling between roof

*(Continued on Page 34)*

## 1952: insulating siding outlook "sales opportunities will multiply"

**1**951 WAS the year for setting the pace of the defense production program. 1952 will be the year for keeping in step. And for the people who make and sell insulating siding it looks like keeping in step means greater production together with an aggressive sales effort that will take full advantage of the many new markets being opened for insulating siding.

These are uncertain times for every business, working in the ever-present shadow of war and the threat of suffering, confusion, and possible financial

**By RICHARD G. BREEDEN, JR.**  
**Manager, Insulating Siding Association**

hardship that it would bring. But rising from all the uncertainties comes one unquestionable fact. It's this—the salesman is the key man in the future of the insulating siding business.

The defense program brings great problems to the business world, but it also brings great opportunity, especially to our industry. The burden of developing that opportunity for the full benefit

of himself, his employer and the manufacturers of siding rests squarely on the shoulders of the siding salesman. He is our man of destiny.

Today there is a tremendous demand, both active and inactive, for our product. Our ability to meet and expand that demand depends on the success of the salesman in selling the public on the unusual combination of benefits that only insulating siding can provide.

Insulating siding is a product that is truly suited to the times. Look at the many areas where housing is needed,

### MORE PEOPLE MEAN MORE HOUSES

**By LEE H. MATTES**

**Mastic Asphalt Corporation**  
**President—Insulating Siding Assn.**

**T**HE BUREAU of the Census has estimated that the U. S. population may reach 180,000,000 by 1960, compared with the present total of 154,000,000. That means a *minimum* of one million new homes will be needed each year to house the population increase.

I think these figures are important because they show the tremendous pressure being built up behind the demand for new housing. It's a demand that may, to be sure, be delayed by the defense production effort. But if it isn't felt this year or in 1953, it certainly will be felt in succeeding years.

We should look at each of these one million new home owners as a potential customer for insulating siding. We have been highly successful in selling insulating siding for modernizing homes and other buildings. The use of our product on new construction has been limited, but all limitation was removed early in 1951 when FHA accepted the shingle pattern for new construction. Now we can compete advantageously with any siding material on the market. But the public won't know about these advantages unless we tell them about the good looks, low cost, strong construction and high insulation value that our product will bring to their homes. That's a job for good salesmanship.

Manufacturers can do part of the educating job by telling the public the story of insulating siding through our advertising. But a big job in hard, pavement-pounding selling remains to be done. Done right, it will mean highly profitable business for everyone, from manufacturer to salesman.



**LEE MATTES**



**WILLIAM WALDMAN**

### SIDING SALES AND ECONOMIC CONDITIONS

**By WILLIAM WALDMAN, President**  
**Brixite Manufacturing Co., Inc.**

**I**T IS always somewhat risky to make future prediction of any kind. But certain factual economic trends are bound to have a wide impact on the insulating siding industry. And it seems worthwhile to interpret these economic facts in terms of what they may mean to us.

Employment is at a very high level—and likely to go higher. At the same time, more people are putting in over-time, with the resulting increase in their paychecks. That means folks are earning good money; and because the hard goods which they purchased immediately after World War II are now paid for—the money they earn

*(Continued on Page 25)*



Annually predictions as to the forthcoming year made by manufacturers and by association leaders are presented in the January and February issues of **AMERICAN ROOFER & SIDING CONTRACTOR**. Manufacturing leaders present their views on these pages and on Page 11 this month. In February the views of association presidents will be published.

and needed fast. Old buildings—barracks, warehouses, large housing developments—many of them idle since the end of World War II, must be renewed for immediate use.

The rapidly increasing population of the country meanwhile continues to add pressure to the demand for new housing. Renovation of older buildings of all types becomes more urgent as time passes. All this new construction and modernizing must be accomplished in

times when materials and manpower are in extremely short supply.

In this situation lies the same sense of opportunity that confronted the Insulating Siding industry at the start of World War II. We took full advantage of it then to accomplish an amazing growth. How well we take advantage of it today depends on the persuasiveness and persistence of the men who sell insulating siding.

We can expect the product to remain in good supply, even though other

building materials may be scarce. It can be installed with labor which without previous experience can be quickly trained to do a good job of application. Once installed, it requires no maintenance. Its low price reduces building costs and helps hold down the inflationary pressure on the nation's economy. It saves fuel which might overnight develop into an extremely critical item. All these advantages have special significance to the customer of 1952.

While doing a service for the country and for their customers, the roofing and siding contractors and their salesmen will be earning a substantial profit for themselves. Of course, higher taxes will reduce the percentage of that profit. The obvious way to make up for the loss in percentage is to increase sales volume.

In his 1952 sales effort, the salesman will have all the advantages offered by the years of World War II, *plus* the  
(Continued on Page 30)



**ELI L. CHAMBERLAIN    GORDON C. ESTES**

### **CUTTING CORNERS WITHOUT CUTTING QUALITY**

**By ELI L. CHAMBERLAIN**

**Bird & Son, Inc.**

**N**O REPUTABLE builder or siding applicator wants to cut corners in construction when cutting corners means cutting quality. But when you can cut exterior wall costs from 35 to 50 per cent and give the customer equal or better quality than with other types of siding, then you have a bargain for both the builder and the home owner.

The Insulating Siding Association recently made a survey of exterior wall costs in the Chicago area. Figuring labor and materials costs at prevailing rates, the Association found that 1,000 square feet of siding could be installed over wood sheathing and 15-pound felt for

(Continued on Page 33)

### **DON'T FORGET THE FARMERS**

**By GORDON C. ESTES**

**The Globe Siding Products Company**

**D**ON'T OVERLOOK the farm market as a source of insulating siding sales in 1952. Most roofing and siding contractors have at least partial access to this rich market. You can profit by working hard on your farm prospects. Here are a few figures that show why.

First, most farmers have money to spend. They bought 22 percent more automobiles in 1950 than in 1949; in 1951, they bought 15 percent more tractors than in 1950. In 1950, they spent \$935 million for home construction, improvement and repair; built 83,000 new farm houses; spent \$690 million on service buildings.

Let's consider this matter of service buildings for a moment. The modern farm is highly mechanized. This machinery costs money. It isn't unusual to spend \$1,500 to \$2,000 for the tractor alone. Auxiliary equipment runs the bill into thousands of dollars. This high investment must be protected from the weather. But to keep from running costs too high, the average farmer wants to do it in the most inexpensive way possible. Here insulating siding offers the ideal solution, tailor-made for the farmer's needs. It gives his investment low-cost, high quality protection. He doesn't have to worry about maintaining the building.

That's just one of a dozen sales possibilities in the farm market. Of course, farmhouses are ideally suited for insulating siding . . . the average farm home is larger than the city home, making it a more profitable siding job. Barns, garages, milk sheds, hog houses, chicken houses—all could use insulating siding to advantage. The farm market is a market of multiple opportunity for the insulating siding salesman. Don't overlook this chance for profit in 1952.

## Advertising a roofing and siding business on a "shoestring"

**M**ENTION the word: "Advertising" to almost any progressive roofing and siding contractor, and two thoughts immediately come to his mind: (1) it is a good thing, and produces business, but (2) it usually costs quite a bit of money, the amount being in direct ratio to the type and amount of advertising decided upon. However, as a roofer in Northern Westchester County, New York, discovered, the second point "ain't necessarily so," as the saying goes.

Having started in business only recently, and having started on the proverbial shoe-string, this alert roofer recognized that he had to have advertising in order to expand his volume. He had very little spare cash that could be invested in advertising, and in addition, he did not have the financial resources needed to hire salesmen. At the start he operated as a one-man concern, hiring occasional helpers only where needed, and on a "per-day" basis. He finally decided that he needed to advertise if he was to stay in business. He could not spare the time to make sales calls or canvass, as he was busy working on the job. Newspaper rates, while modest in that area, nevertheless were still too costly at the start. The same applied for the other forms of advertising, such as direct-mail, etc.

He needed a form of advertising that would involve little or no cost, and yet at the same time be working for him all the time. In addition, he needed a type of advertising that was more durable than a typical newspaper ad that appeared once, and then was useless.

After considerable thought, he decided upon a simple but always effective form of advertising. He contacted a local sign painter, and had a fairly large (3 feet high by four feet wide)

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**By CHARLES R. TIGHE**  
Special Correspondent

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sign made up. The sign was painted in two weather-fast colors upon sheet metal, finished with a coat of outdoor varnish. A wooden frame strengthens and stiffens the sign, and two wooden stakes, sharpened at one end, and fastened to the sign with easily detachable bolts and wing-nuts, permit

the sign to be mounted simply by pushing the stakes into the front lawn of the customer. Customers rarely object to the sign, as there is no damage to the lawn. The stakes are made of 1 x 2 inch stock, and the holes are closed when the sign is removed simply by stepping hard on the turf, using the heel.

The wording on the sign says: "Another Top Quality, Long Lasting Roof Being Installed By \_\_\_\_\_." At the bottom of the sign in smaller printing appears this legend: "For YOUR Free Estimate Call"—followed by the firm's phone number.

Similar signs adorn the sides of his panel truck, and, as a final follow-up, another large sign is placed on the customer's front lawn for a period of one week after the completion of the job, reading: "This House is Now Warm and Dry—and Will Stay That Way for Years. The New Roof was Installed by \_\_\_\_\_." And again, at the bottom, "For Your Free Estimate. Phone \_\_\_\_\_."

In order to overcome any objections the customer may have about the signs, this roofer points out that no damage

(Continued on Page 34)

### Covering The World . . .

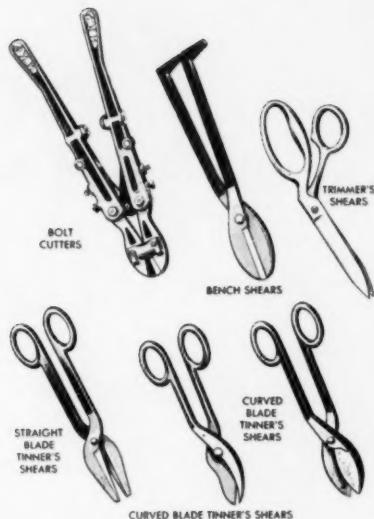


**AN OAK TREE GROWING  
THROUGH A HOUSE CHIMNEY  
FINALLY BURST OPEN THE  
CHIMNEY, COLLAPSING THE  
ENTIRE ROOF!**

## Tools will be hard to replace: tips on care

Even in ordinary times frequent replacement of tools can be an expensive item of overhead. But with the coming of tool shortages as may well happen this year due to curtailment on certain basic metals, extra care is demanded of the contractor. The mechanic who throws his tools off the roof at the end of the day's work as the quickest way of getting them down is hurting himself as well as his firm, for the tools he wears out quickly may not be obtainable, and he may find himself out of work for lack of the equipment he helped wreck.

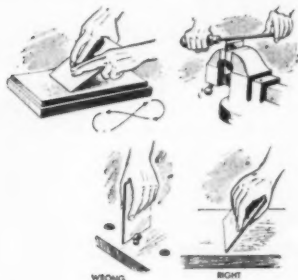
Part II of a three-part series begun in December.



### Scrapers (Continued) Common Misuses

Do not use scrapers as chisels, screwdrivers, knives, awls, or punches. Such use will dull the scraper, and may bend or break it. Use tools only for purpose for which they are intended.

Never toss scrapers into boxes or onto other tools when not in use. Their edges will be dulled. Keep scrapers in racks or divided boxes when not in use.



### Storage

Coat scrapers with rust preventive compound (thin film) at time of storing, and store in a dry place. Upon removal from storage, wash metal parts with dry cleaning solvent to remove rust preventive compound.



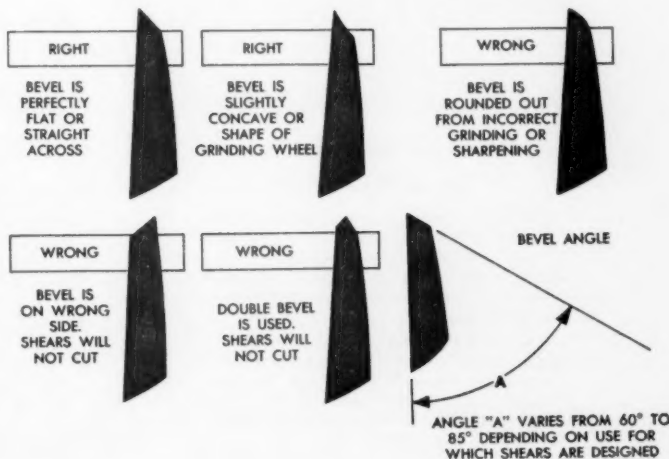
### Shears Care and Cleaning

Wash grease or other dirt from shears with dry cleaning solvent and dry with a soft cloth. Lubricate pivot screw or bolt with a drop of preservative lubricating oil (special) or engine oil (SAE 10). Scour rust from shears with fine aluminum oxide abrasive cloth. Apply a light film of oil to shears with a cloth to prevent rust. Keep pivot screw or bolt tight enough to prevent side play but not tight enough to cause binding.

### Shears Grinding: General

Shears must be ground if cutting edge is nicked or if bevel is distorted from improper sharpening. Dull shears can usually be sharpened on an oilstone without grinding. Never grind shears if sharpening will suffice; most shears are useless after two or three regrindings. A single bevel is used. It may be flat or concave. It must not be convex. Study the following cross-section views of correct and incorrect bevels.

Bevel angles vary with type of work  
(Continued on Page 32)



# Cost squeeze

## opens up big new

### USE OF CELOTEX INSULATING SIDINGS IN NEW CONSTRUCTION EXPANDING RAPIDLY

More and more builders all over the country are having their economy homes sided the cost-cutting way—with Celotex ShadowLap or ShadowGrain Insulating Lap Sidings. Typical are the homes shown

here, built by Vinton Easlick of Mount Holly, N. J. ShadowLap comes in 9", 11", 12" and 14" size, in a variety of popular colors. ShadowGrain is available in the 9" x 48" size, in handsome Silver White.



### There's more "sell" in the name CELOTEX

Sales come easier when you feature genuine Celotex Insulating Sidings. That's because over a quarter century of consistent, resultful national advertising has created nation-wide demand for Celotex Products among builders and the public alike.

And this preference is growing constantly, thanks to impressive Celotex ads reaching millions of readers month after month in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, FARM JOURNAL and other popular national magazines.

### Quick facts to sell builders on Celotex ShadowLap and ShadowGrain

- 1 They save up to 33% over the cost of walls built with conventional beveled wood siding.
- 2 They have the attractive appearance of stained shake shingles.
- 3 Used in conventional frame wall construction, they provide a "U" factor of 0.21. This meets FHA insulation requirements for approximately 90% of the country.
- 4 No painting or staining needed — no maintenance.
- 5 They're protected from dry rot and termite attack by the patented Ferox® Process.
- 6 Accepted by FHA for new construction over wood sheathing.

# on builders

## business opportunities for you

**Sub-contracts for siding economy homes  
are easy to get when you show  
builders how you can **ease the cost squeeze** with  
**CELOTEX ShadowLap\* or ShadowGrain\*****

Consider the economy-house builder of today. *Squeezed* between high costs and pressure to keep prices down. *Searching* for means to protect his thin profit margin. *Eager* for ways to reduce construction costs without reducing comfort and quality.

Show *him* how he can save up to one-third over the cost of conventional frame walls by letting you side his homes with ShadowLap or ShadowGrain. How these Celotex Insulating Lap Sidings not only save him money but also give him strong, attractive exterior walls with

built-in insulation. Show him this, and brother, you've more than likely got yourself a sub-contract. But fast!

The business is there. It's big. Other siding contractors are getting it with Celotex ShadowLap and ShadowGrain Sidings that please builders and home buyers alike. Don't *you* miss out. Contact your Celotex representative now, for details on how to snare your share of profitable siding sub-contracts from builders of economy homes!

\*Trademarks Registered U. S. Patent Office, or Registration Pending

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To sell **more** siding jobs, **faster**... feature genuine

# CELOTEX

REG. U. S. PAT. OFF.

## INSULATING SIDINGS

THE CELOTEX CORPORATION, 120 S. LA SALLE STREET • CHICAGO 3, ILLINOIS



## Promenade tile deck application by latest methods

When the editors of AMERICAN ROOFER & SIDING CONTRACTOR heard there was a new building going up next to the Chrysler Building, as a 36 story "annex" they quickly sent a photographer over to catch some of the operations covering the new Chrysler Building East. Tuttle Roofing Company of New York put in the built-up roof and the promenade tile deck. The pictures of laying of the deck were sent to Mr. McGee who returned the application story which follows.

THE new Chrysler Building East in New York City, is a model of modern design. Famous architects have included every proven feature of sound construction; they have created much that is new in the artistry of design itself; they have used the finest materials available; they have carefully specified and supervised the installation of those excellent materials.

The design of this structure included the use of a flat roof. For approximately forty years the best in flat roofing construction in New York and many other cities, as well, has been the application of hard-burned shale slabs over a 5-ply built-up roof. Such application has been used on most of the famous New York buildings such as the Empire State, the original Chrysler Building, Rockefeller Center, the United Nations, and dozens of others.

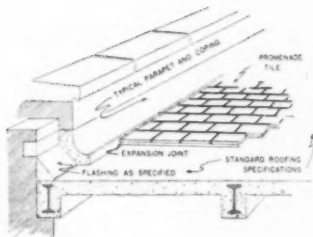
Because so little has been published of this method of permanent roofing the Editors asked this writer to prepare an article on the application of Promenade tile on flat roofs.

By CHARLES L. MCGEE  
Vice-President  
Ludowici-Celadon Company

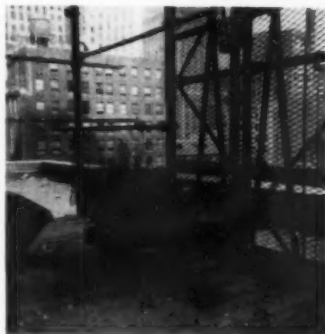
Before any roofing material is applied, the roofing contractor must check the top surface of the concrete slab for rough surface, holes, pitch for proper drainage, holes for drain, proper installation of flashing blocks and spacing for expansion joints. Then he should check with other trades regarding their work, especially insofar as sheet metal work is concerned. The roof surface should be broomed clean to prepare it for application of the built-up roof.

The concrete slab is then water-proofed by the application of a 5-ply built-up roof. Four plies should be laid over the roof surface that is ready for the application of the Promenade tile and care should be taken to be sure that each ply laps three-fourths of the previous ply. Apply the fifth ply on only that portion of the roof that can be covered with tile the same day. The fifth ply should be laid lapping in previous sheet two inches, and of course all plies must be cemented together to form a continuous water-tight bond with the concrete deck. Next install the

Right, above: Clay tiles were brought from the street to the eleventh floor by power lift. Below: they were then hauled two stories more to the thirteenth floor set-back by hoist. Note old Chrysler Building in rear.



Line drawing shows the tiling adjacent to walls and the base and counter flashing methods used.





Top, left and center, Sal Treschotti, reputed to be the fastest clay tile setter in the metropolitan area sets in tiles. Several shots had to be taken before Mr. Treschotti's hands were actually caught in the middle of the actual motion of laying tile. Right: Grouted tiles at left. UngROUTED tiles at right.



The three pictures at left and directly above show three phases of Tuttle Roof Company's work on the Chrysler Building East. Above sanding down a day's application of "hot" on the 36th story. Left, above: A cemented-over section, laid over the built-up roof. This is the base on which the tile roofing is laid. Left, below: Finished section of promenade tile deck. Note slopes to drain in center. All kettles in pictures are made by Aeroil.

required metal flashing in the wall and then mop the entire roof surface.

### Expansion Joints Essential

Expansion joints are absolutely necessary so line off the roof surface with approximately 20 foot square sections for this purpose. If expansion joints are not used the roof will be damaged by the expansion and contraction caused by temperature changes. These expansion joints are filled with plastic cement after roofing application is completed.

Now the roof is properly prepared for the application of the Promenade tile. The first step in this phase is the

preparation of the Portland cement mortar to be used as a bed for the slabs. The approved mixture is three parts of clean, sharp sand to one part of Portland cement, adding sufficient water to allow for trowelling. Sometimes a one to ten proportion of hydrated lime is added to cause better adhesion. This mortar is dumped on the roof surface and then spread evenly with a straight edge and smoothed level to a depth of  $\frac{3}{4}$  of one inch. Chalk lines are established parallel with the wall indicating where tiles should be applied. The tiles are 6x9x1 inches with channel backs. The tiles are pressed down into the cement mortar bed with just sufficient pressure to make firm contact on the bottom surface of the tiles including the space between the channels. Each

row should be leveled with a straight edge.

Every other row is started with a half tile so that a broken joint application is made. The standard joint width is  $\frac{3}{16}$  of an inch for the courses of tile and one inch for expansion joint.

Best practice indicates that it is best not to apply tile drains and other special conditions until the main roof is entirely completed. Cutting tile for these special conditions can be done by hand or with a power saw.

After the tile are applied to the mortar bed and accurately leveled they must be grouted in—that is, the joint must be filled. This grouting material should be stiffer than the bed mortar. One part of Portland Cement with one

(Continued on Page 31)

# WHAT'S NEW?

Equipment—Booklets—Practice—Materials

## New Protective Coating

Color tar pitch has been compounded by a recently developed process into a fast drying protective coating by breaking it down into minute molecules, then combining it with water and a stabilizing emulsification agent to form a permanent suspension that can be brushed or sprayed.

Available under the trade name "Tarlac" this new coating is said to retain all the excellent protective and adhesive qualities of coal tar pitch, to be impervious to oils, greases, other petroleum derivatives, acids, alkalis, water and condensation. It will not crack at low temperature or run at high temperature. Good from -56° to 200° F. Recommend as a protective coating for concrete structures, floors, masonry, etc., metals exposed to corrosive elements, mastic floors or other black top surfaces, wooden platforms and other wood exposed to the elements, also for other general protective purposes.

"Tarlac" dries to a tough, enduring, flat black film, is completely insoluble in water, oil or gasoline, is thinned when necessary with water and covers up to 300 sq. ft. per gal. Made by Flash-Stone Co., Inc.

## Hoisting Tower Bulletin Offered by Beaver Art Metal

An information bulletin describing the tubular steel hoisting towers manufactured by Beaver Art Metals Corporation has recently been published. Statistics are given to



show how Beaver's "through bolt" system of section assembly and extensive use of welding has greatly reduced the number of parts required for erection of towers while increasing over-all strength and safety.

Beaver Art Metal Corp. manufactures a heavy-duty type tower which has live load capacity of 5000 pounds and height limit of 1200 feet, and a light-duty tower with 3200 pound capacity and 201 feet height limit.

## New Joint Units

Celotex Key Joint Units are a departure from conventional insulating interior finish products.

The exposed spline joint on all four edges is the key to the outstanding flexibility of design and speed of application which distinguish this sturdy 3/4-inch material. With this joint, the units may be applied directly to open framing without the use of furring strips or other preparation.

Panels may be side- or end-matched, erected horizontally or vertically, or interchanged at will without cutting or sawing because all four edges are alike. Sized in multiples of 16 inches, the units fit standard construction with framing on 16-inch centers.

The 3/4-inch thick splines are furnished in natural cane fiberboard but the variety of attractive decorative possibilities may be extended by using a wider spline of Celotex 3/4-inch thick Hard Board or other 3/4-inch material. When painted to provide color contrast against the units, which come predecorated in white, the wider spline contributes still another smart decorative effect.

## New Line Of Caulking Guns

A new line of caulking guns designed especially for use with new Rub-Bub Chromated Caulk is announced by Samuel Moore Chemical Co., Inc.

Known as Rub-Bub Calkeezee caulk guns, the new applicators are made of steel with a gray baked-enamel finish. Available in two models, for use with bulk caulk or caulk cartridges, they feature contoured handles, positive ratchet drive, long trigger stroke and instant pressure release. The manufacturer states that Rub-Bub Calkeezee guns are quickly and easily loaded and easily operated. Their small size permits access to confined spaces.

Model IMX6, for use with caulk cartridges only, is the lightest weight caulk gun available, according to the manufacturer. Although it was designed especially for use with the durable, non-deteriorating metal cartridges in which Rub-Bub Chromated Caulk is sealed, this model can also be used with any other one-pint fiber or paper spouted cartridge. A wire bale lock holds the cartridge securely in place. Rub-Bub caulk cartridges have built-in plastic spouts which, upon application of heat, can be moulded to any desired shape. The cartridges hold from 20 to 30 lineal feet of caulk.

If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

## Transparent Skylight Panel

A new, highly transparent building panel, Duralux, made of reinforced plastic material, has reached the production stage at the Corralux Corp. plant.



Comparable in form to its companion product, translucent Corralux, the new shatter-proof Duralux is designed to transmit 25% more daylight, for areas where maximum lighting is required.

Strength was not sacrificed, however, to provide this greater light transmission. The same proportion of glass fiber reinforcing goes into each Duralux panel as is used in producing the translucent Corralux panel. Several miles of glass filaments reinforce each panel to give flexural strength in excess of 15,000 psi, and loading capacities of over 100 pounds per square foot on a four-foot span are manufactured into the product. Preliminary tests indicate that the new product will equal or surpass the physical properties of Corralux.

This exceptional strength makes Duralux highly desirable for skylight use in industrial areas where working and weather conditions are too damaging to non-reinforced skylights.

## New Roof Coating

Developed to meet the urgent needs of industry and the armed forces for a protective coating for roofs, masonry, and metal that would comply with the following requirements:

- Exceptional durability against weathering.
- Ease of application by brush or spray, and freedom from fire hazards.
- A tight, water-repellent bond to old surfaces, either damp or dry.
- Low cost without sacrifice of quality.

Laykold Fibrecoat is now being offered to roofing and siding contractors. It is asserted

(Continued on Page 31)

# MAIZEWOOD

## ROOF INSULATION

is solid up to one inch thick  
NOT LAMINATED



Here is a real roofing board with high insulating efficiency. Made from flax fibre, the  $\frac{1}{2}$ ",  $\frac{3}{4}$ " and 1" thick boards are solid through and through — no laminations — it is compression resistant. Light in weight, easy to handle and apply, Maizewood Insulation is available in regular asphalt coated, asphalt impregnated, or both asphalt coated and impregnated sheets in car or truck load or in smaller quantities.

WRITE FOR DETAILS AND PRICES

*Maizewood Insulation meets Federal Specification LLL-F-321b for government projects. Union made by employees of the United Brotherhood of Carpenters and Joiners, AFL.*

### TABLE OF SIZES

SIZE	THICKNESS
24" x 50"	$\frac{1}{2}$ "
24" x 50"	$\frac{3}{4}$ "
24" x 50"	1"
24" x 50"	$1\frac{1}{2}$ "
24" x 50"	2"



**MAIZEWOOD** INSULATION COMPANY  
DUBUQUE, IOWA

## ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable  
Prices

Immediate  
Shipment

WRITE TO

**JOHNSON PRODUCTS CO.**

MEMPHIS, TENN.

Manufacturers of Nationally  
Known JOHNSON Brooms & Mops

## Sheet Metal Contractors Present Testimonial Scroll At Philanthropic Dinner



As Herman Weinberger, Dean of New York Metal Trades, hands testimonial scroll to Milton Riesner, Guest of Honor, center, right, Co-Chairmen Leo Swerdlick, extreme left, and Julius Storch, extreme right, look on.

Herman Weinberger, (second from left) dean of the industry, presented a testimonial scroll to Milton Riesner, head of Benjamin Riesner, Inc.; at a testimonial dinner tendered in his honor

by the Metal and Roofers Distributors and Contractors Division of The Jewish Federation on December 4 at the Belmont Plaza Hotel. Looking on are Leo Swerdlick (extreme left) co-

## Caulk with Calbar!

For every caulking job

## Calbar does it

## better!

non-hardening—  
non-staining—  
adheres to any surface

Write for the name of  
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## KEEP YOURSELF POSTED!

**AMERICAN ROOFER & SIDING CONTRACTOR**

contains all news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Like thousands of other contractors reading this magazine, you, too, can benefit greatly from it for the small subscription price of \$3.00 per year. Use the coupon today!

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Siding Contractor**

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Please enter my subscription to **AMERICAN ROOFER & Siding Contractor**, at \$3.00 for one year. Bill me for this amount: ☐

☐ Enclosed is a check or money order.

My Name .....

Position .....

Company .....

Address .....

City ..... State .....



chairman of the division, and head of Katz Metal Manufacturing Corp. and Julius Storch (extreme right) of Sobel & Kraus, Inc. Mr. Storch is also co-chairman of the division.

Guest speaker Milton B. Eulau, noted attorney and Federation trustee, described the grim days ahead for Federation. Unless Federation raises \$20,000,000 in the current campaign, Mr. Eulau warned, many thousands of sick, troubled and aged will be deprived of badly needed care. Last year, Federation's 116 health and welfare agencies helped 480,000 New Yorkers of all faiths, from every walk of life.

Among those who attended were: Saul Horowitz of H. R. H. Construction Co., Herbert Raisler of Raisler Corp., Maurice Musiker of Atlas Supply Co. Inc., Ernest H. Katz of Bayonne Steel Co. Inc., Charles Swimmer and Jack Zucker of Dryolin Corp., Ira Goldstein of Barney Goldstein, Inc.

Also David Levow, William Strober and Harvey C. Lucks of L. I. Tinsmith Supply Corp., Louis & Jack Cohn of Schwarz & Cohn, Inc., Edward Silberman of Service Metal & Roofing Supply Corp., Norman Shanker of Shanker Steel Ceiling Co. Inc.

### Waldman Prediction

(Continued from Page 14)

now is available for immediate purchases. This is borne out by the fact that finance companies report a decrease in requests for loans on such items as automobiles, etc.

At the same time that the public has ready cash on hand, the number of things they can buy with their money is likely to decrease. There is a strong possibility of curtailment of many items, particularly during the peak of the defense production program in 1952.

That leaves the sales field wide open for products that offer a sound investment and that are available. Insulating siding is an outstanding example of that kind of product. The advantages and savings that we can offer should make our industry a real leader in the field.

From all indications, the times are with us. If we all do a real selling job now—our future prosperity is assured through 1952.

**IT'S ALL FREE**  
**See Page 35**

## GET YOURS!

### The 1952 Edition of ROOFING, SIDING and BUILDING SPECIALTIES MANUAL

"Worth its weight in gold."

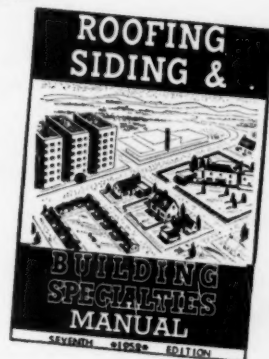
"We think your Manual is terrific."

"The Bible of the Industry."

Those are just a few of the comments the 1951 edition produced.

#### Don't Miss These Important Articles in the 1952 Edition:

- ★ COMPLETE SECTIONS ON SIDING, BUILT UP ROOFING, STEEP ROOFING, FLASHINGS, ETC., INCLUDING THE LATEST APPLICATION TECHNIQUES.
- ★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, NAILS, NEW TOOLS AND PRODUCTS.
- ★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, METAL TILE, ETC.
- ★ COMPLETE SECTIONS ON SELLING, TRAINING, SALESMEN, ADVERTISING, BUILDING YOUR VOLUME, etc.



Order  
Now

**\$3.00**

Postpaid

#### AMERICAN ROOFER

425 - 4th Ave., New York 16, N. Y.

Please send me ..... copies of the 1952 Roofing, Siding and Building Specialties Manual.

NAME ..... TITLE .....

COMPANY .....

ADDRESS .....

## PIGEON PROOFING

**Bird Nuisances Eliminated**  
**Effective — Economical — Lawful**  
**Positive Permanent**

— Beware of Patent Infringements —  
**OUR WORK GUARANTEED**

**THE STAN-GARD PIGEON & BIRD REPELLENT CO., INC.**

523 West 184th Street

New York 33, N. Y.

WAdsworth 7-3300

**CABLE STAN-GARD**

# SPRAYED

## INSULATION

## SprayCraft

Formerly SprayKote



ACOUSTICAL CORRECTION



CONDENSATION CONTROL



FIREPROOFING



INSULATION

SprayCraft has an extremely high coefficient of sound absorption. This makes it ideal for interior insulation in churches, auditoriums, offices, restaurants and theatres.

Condensation is effectively controlled by SprayCraft opening a tremendous industrial and home market.

SprayCraft is ideal thermal insulation. Sprayed from a gun directly on any surface it forms a uniform coating, eliminates the dust usually present during application, and is water-repellent, wind-tight and fireproof.

Since it can be applied on ANY surface, EVERY building is a prospect for SprayCraft. Large volume, big profits, thousands of prospects. . . . Write today!

WRITE  
for  
DETAILS

### SPRAYED INSULATION, INC.

56-58 CRITTENDEN ST.

NEWARK 4, N. J.

**"It's worth \$200 but cost \$2"**  
**"Best stuff for salesmen I ever saw"**  
**"Helped us in selling"**

These are just a few comments from contractors about

### My Hardest Sale

A file size brochure containing twenty authentic, practical stories from roofing and siding salesmen of their actual closings.

**For Salesmen Who Want to Make More Money**

This brochure should be studied by every salesman in the roofing, siding and insulation industry. It is a gold mine of practical sales experiences. Straight from the shoulder, it makes interesting reading and gives money-making information. Each \$2.00—10 or more, \$1.50 each.

Easy Order Coupon

AMERICAN ROOFER & SIDING CONTRACTOR  
425 Fourth Avenue, New York 16, N. Y.

Send me at once.....copies of "My Hardest Sale." I enclose

check....., money order..... (or bill me).....

Firm..... Name.....

Address.....

## NEWS of the Month



### J & B Appoints New Eastern and Western Division Mgrs.

Joseph I. Harvey has been appointed Eastern Division Manager of Jones & Brown, Inc.



J. I. HARVEY

Harvey, who has been Western Division Manager for Jones & Brown for almost two years, was formerly associated for many years with major building material companies.

C. C. Davis, formerly of the Wisconsin-Minnesota territory, has been named to replace Mr. Harvey. As a siding and roofing expert, Mr. Davis plans to travel the Western territory for Jones & Brown and continue the success of his predecessor.

### NAHB Convention In Chi., Jan. To Discuss Scarcities

Material scarcities, alternate materials, financing restrictions, cost and pricing problems are among the key subjects slated for major attention at the National Association of Home Builders Convention & Exposition in Chicago, January 20-24.

Convention chairman Joseph Haverstick of Dayton says that particular stress will be made on assembling and presenting the facts on these and other knotty problems in a manner most usable by the individual builder.

As an example, he revealed that tentative plans call for actual demonstrations of the

use of alternate materials and methods of material conservation.

Association leaders point out that, under present conditions, success in home building depends increasingly upon keeping fully informed about all matters affecting the industry. Comprehensive coverage of both the business and technical problems of builders will be provided in the scores of clinics, panel discussions, general sessions and special convention features. Keynote speakers have not yet been announced, but over 100 experts from industry and government have been invited to participate in the program, Haverstick reports.

### Martin E. Strand New Prod. Mgr. For Wilson-Albrecht

The appointment of Martin E. Strand as production manager for the Wilson-Albrecht Co., Inc., national manufacturers of "Waco"-brand steel scaffolding equipment has been announced by H. P. Albrecht, president of the firm.

Strand will be responsible for the manufacture of all Wilson-Albrecht products at the company's Minneapolis and Elyria, Ohio, plants.



MARTIN E. STRAND

A University of Minnesota graduate with a degree in Business Administration and supplementary engineering studies, Strand entered the production field as general manager of the Strand Ski Co., New Richmond, Wisc., in 1934. From 1941 to 1944, he served as assistant to the war production manager at Minneapolis-Honeywell Regulator Co., later joining Brown and Bigelow, St. Paul, as assistant manager of industrial engineering and chief estimator for war work. In 1945, Strand was appointed production manager for Pako Corp., Minneapolis, and left to establish an industrial engineering counsel service in 1948.

### Celotex Wins Direct Mail Advertising Award

Direct mail advertising material, produced during the past year by The Celotex Corporation, was judged best in the Building Materials industry in the Direct Mail Advertising Association's 23rd annual competition. Award winners were announced during the Association's annual convention at the Schroeder Hotel, Milwaukee. This is the third consecutive year that Celotex advertising has won the D.M.A.A. "Best of Industry" award.

## The Kettle with Flash-Proof Flues

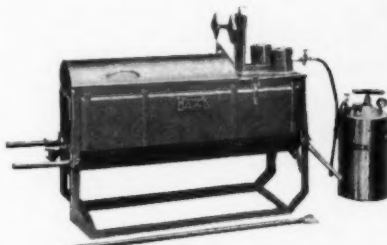
# SPEED-MASTER

Gives You More "Hot Stuff" Faster—  
For Half the Fuel



Trailer Kettle on Pneumatic Tires (above);  
Solid Rubber or Steel Wheels—  
in 55, 80, 115 and 165 gals.

The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.



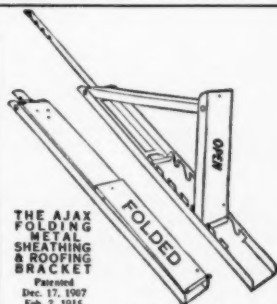
Skid Type Kettle—in 40, 55, 80, 115  
and 165 gals. capacity.

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Well Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features — arched cover; protection for burner and flues; fully equipped fuel tank; full-length steel chassis; semi-elliptical springs on trailer kettles; etc.

## HAUCK MANUFACTURING CO.

103-113 Tenth Street

Brooklyn 15, N. Y.



THE AJAX  
FOLDING  
METAL  
SHEATHING  
& ROOFING  
BRACKET

Patented  
Dec. 17, 1907  
Feb. 2, 1915  
Apr. 23, 1925  
Aug. 9, 1912

AJAX No. 1

### AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

### AJAX Building Bracket Co.

1551 Rydal Mount Rd.  
Cleveland Heights 8, Ohio

PAT. NO. 2299490



## ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

**AMERICAN ASSOCIATED COs.**  
ATLANTA P. O. BOX 4056 GEORGIA

## CONNERY'S ROOFING KETTLES



Connery, one of the oldest manufacturers, offer modern oil burning kettles of superior design for heating tar, pitch and bituminous material.



Write for catalog showing our full line of bottom fired and tube heating kettles, buckets, dippers, etc.

**CONNERY  
CONSTRUCTION CO.**

2nd & Luzerne Sts.  
PHILADELPHIA 40, PA.

## Olson Co. Appoints Butcher General Sales Manager

Mr. G. M. Olson, President, Olson Company, Inc., has announced the appointment of Clyde R. Butcher, as Vice-President and General Sales Manager of his company. He will be located at their headquarters in the Woolworth Building, 233 Broadway, New York, N. Y.



C. R. BUTCHER

Butcher will have charge of the sales activities of the seven Olson Branches located in New Jersey and New York. The firm handles Insulation, Roofing, Siding, Aluminum Combination Storm Windows and Screens and Aluminum storm doors. They have a current television program on Channel 11, Station WPIX.

## Dodge Predicts 10% Decrease in '52 Construction

Construction's dollar volume in the 37 eastern states is likely to run 10 per cent less in 1952 than in 1951, in the opinion of F. W. Dodge Corporation, construction news and marketing specialists.

"Construction projects which were refused allotments of critical metals in the fourth quarter of 1951 were deferred, not abandoned," it is pointed out. "Their requirements can be reconsidered and granted in later quarters. Consequently, these projects represent a certain amount of construction demand that will carry over into 1952." The study cites population growth and the other expansion factors which cause potential construction demand to accumulate during the current period of metal shortage.

Residential building will decline more than any other classification, according to the Dodge outlook, while public works and utilities will decline least. Expected dollar-volume declines percentage-wise are: Nonresidential, 6; residential, 16; and public and private works and utilities, 4; to make an overall decrease of 10 per cent. All classifications show expected declines, except privately owned utilities, marked for a 31 per cent gain.

While the number of new dwelling unit starts is anticipated to decline 19 per cent from 1951, based on the figures of the Bureau of Labor Statistics of the Department of Commerce, it is the opinion of the Dodge

(Continued on Page 34)

## Manufacturers & Distributors

Everything for Roofing and  
Waterproofing

CAULKING COMPOUND  
ALUMINUM PAINT  
BITUSTATIC CEMENT  
ROOF COATINGS & CEMENTS  
INSULATION  
ROLL ROOFING—FELTS—  
PITCH—ASPHALT—COAL TAR  
COPPER—GALV. IRON

Insist on Genuine Durex Products

**METROPOLITAN**  
ROOFING SUPPLIES CO., INC.  
286 East 137th St., New York City



## CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

**CLASON SNOW GUARDS**  
Standard for Fifty Years

**THE M. N. CARTIER  
& Sons Company**  
275 Canal Street, Cartier Building  
Providence, R. I.

Write us for Roofers Wholesale Prices

## Gives Siding Jobs Improved Protection and Appearance



On every Asbestos Siding job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door

frames, give added protection, by using individual zinc corner strips. . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

**BUGHER MANUFACTURING CO.**  
Formerly DOUBLE GRIP BRASS CLIP CO.  
211 S. Main St. Kokomo, Ind.

## Kinks and Short Cuts

### Method for Cutting Wood Hip Starter Shingles

When applying wood starter shingles at the end of a hip, I've found they're



less apt to break when nailed if cut as shown above, with the grain of the shingle running parallel to the hip.—Myron G. Miller, S. Williamsport, Pa. (Practical Builder)

### How to Cut Asbestos Board

We've had our troubles trying to find the best way to cut flat and corrugated asbestos cement board. Abrasive blades for portable hand saws did not work too well as we broke a number of them. Finally, we started using the 12 in. abrasive blade from our masonry saw, mounted on the table saw. This works very satisfactorily. It works especially well for corrugated board.

Incidentally, for cutting corrugated metal roofing, a rigid metal saw blade can't be beat. It preserves the shape of the corrugations. Also, it makes possible staying exactly on the line.—Le-land Boyd, Litchfield, Illinois.

(Practical Builder)

### 1952: Shingle Outlook

(Continued from Page 11)

has been for demand, not for inventory.

Again in 1952, the basic problem is likely to be production. And augmenting the natural demand for asphalt roofing is the shortage of other roofing materials, particularly those made of critical materials. As in World War II, metal roofing will be in exceedingly short supply, and this means an added burden on the productive capacity of the asphalt roofing industry.

The only way to make sure you have plenty of roofing to sell during the coming year is to stock up now and go into the spring season with a full inventory. Don't sell yourself short in '52!

New!

## IMMEDIATE SHIPMENT

OF

## AIR-O-CEL

## ASPHALTED BACKER BOARD

For Use Under Your Re-roofing and Re-siding Work

### 4 Big Advantages

1. Reduces loss of asbestos shingles through breakage by providing a cushion over old siding.
2. Nails can be driven home, eliminating complaints about rattles.
3. It is an effective insulator.
4. It acts as a vapor check, protecting original structure.

### Why It's Better

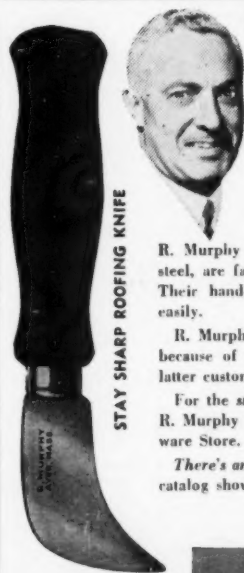
It is an extremely rigid corrugated board. Asphalted. Improves any re-siding or re-roofing job. Comes in sheets 30" x 48" for easy handling. Low priced.

Write for Literature and Free Sample.

FREE  
SAMPLE

Trade Mark Registered U. S. and Canadian Patent Offices © 1948

**AIR-O-CEL COMPANY**  
P. O. BOX 62 DETROIT 20, MICH.



STAY SHARP ROOFING KNIFE

**MADE TO DO A SUPERIOR  
JOB: R. MURPHY  
stay sharp ROOFING KNIVES**

**No Play — No Wobbling**

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

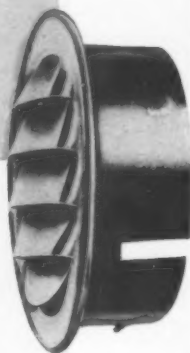
**R. MURPHY'S  
SONS COMPANY**  
AYER,  
MASSACHUSETTS

**R. MURPHY** *Knives*



## SIDEWALL INSULATION is EASIER TO SELL when you also install "MIDGET LOUVERS!"

An easier sale—an extra profit—a "reputation protector" for you. Midget Louvers do a great job—ventilating sidewalls and help prevent condensation and moisture blistering of paint. Just drill a hole—and push all-aluminum Midget into place—no nails or screws are needed. Use on flat or peaked roofs, eaves and soffits, gables, unexcavated areas, etc. Midget Louvers have built-in insect screens, and snap-on covers are available.



For indoors, use the new "LD" Midget on finished basement walls, cupboards, closets, etc. Both styles made in 5 sizes, 1" to 4". Write for full information.

THE  
**MIDGET LOUVER CO.**  
6-8 WALL STREET • NORWALK, CONN.

## SHINGLES ARE ON TO

# STAY

with  
**Brownie Sta-Tite  
ROOFING NAILS!**

Normal shrinking and swelling of sheathing boards and asphalt shingles actually tighten the hold of our screw-type roofing nails! For best results without extra cost, be sure to specify BROWNIE STA-TITE ROOFING NAILS on all your roofing and siding jobs.

N&W Nails for every purpose...for any construction!

Write for Free Samples today!  
**NAIL & WIRE FABRICATORS, INC.**  
8613 Ditmas Avenue • Brooklyn 38, N.Y.

## Nailing It Down

(Continued from Page 9)

"I'm laughing," said the salesman, "because those guys fell all over each other getting out of here when the phone rang. They're afraid one of their own customers is on the line. Me, I'm not afraid. If its one of my customers I'll talk—because every deal I sell is good—and I'm not afraid of complaints."

Just out of curiosity Mr. Gaffney later asked the sales manager about the record of this particular salesman.

"Marvelous", said the sales manager, "He's easily our best salesman."

\* \* \*

"A Market Report On The Roofing And Siding Industry: The Products Contractors Handle" has just been issued by AMERICAN ROOFER & SIDING CONTRACTOR. The six page folder is chock-full of exclusive data about the products roofing & siding contractors sell and apply, and in what proportions.

The statistics are based on a six-months survey patiently made by a special research staff of editors and circulation experts. Many of the most significant items will soon appear in an article specially written for our readers. Meanwhile copies are available to manufacturers and distributors who write to this publication for them.

## Breeden Predicts

(Continued from Page 15)

fact that insulating siding now has been accepted by the Federal Housing Authority for new construction. Now the federal government will finance loans on new homes that use insulating siding for exterior wall construction—another powerful sales argument.

The nine member companies of the Insulating Siding Association believe that now is the time to put a maximum sales force in the field, pushing the advantage that the times have given us. To back this effort, Association members have scheduled the biggest sales promotion programs in their history. As an additional help in planning sales strategy for 1952, we have asked some of the leading spokesmen for the siding industry to give you their opinions of the 1952 market picture.

## What's New

(Continued from Page 22)

to be a weatherproof mineral-armored asphalt for bituminous and metal surfaces.

A new bulletin issued by American Bitumuls & Asphalt Company, illustrated in colors, tells the entire story.

### 1952 Calendar

As is his custom, David Levow is offering to the trade a supply of 1952 calendars, free while they last.

The calendars have reference tables on the last page especially compiled for roof-ink and siding contractors, containing information on United States Standard Revised comparison of Wire Gauges; Expansion and contraction; Diameters, circumferences and areas of circles; contents of round tanks; Physical properties of metals; sizes of drills to be used for corresponding U. S. Standard taps; Slopes of roofs; also weights and measures and useful rules of calculation.

### Improved Ladder Bracket

The new, improved Steadfast Offset Ladder Bracket and Scaffold Support features a double truss steel grip which transmits the load from rungs to rails. The entire bracket, of all steel construction, slips on any standard ladder in a matter of seconds. Thus, set-up and change-over costs are cut to a minimum.



The offset feature of the ladder bracket protects against damage to gutters and cornices. Ladders secure their bearing from a swivel bearing plate on roof slopes regardless of roof pitch. Ladder rails are thus kept free from cornice members. Offsetting the ladder from the sidewall of a building allows mechanics to work under projecting areas and to install storm or screen windows, hang gutters, paint cornices, repair gutters, etc.

When used in pairs, the Steadfast Bracket is an ideal scaffold support. The scaffold arm is always level, without adjustment, when the ladder is set at proper pitch, and may be used on either the inside or outside slope of the ladder rails.

The safety features embody rigid steel construction and electrically welded extended flange for steadiness. Drilled holes are used to anchor the bracket in position when desired. Mechanics may work with ease leaning toward their work.

The bracket is a product of the Steadfast Equipment Co.

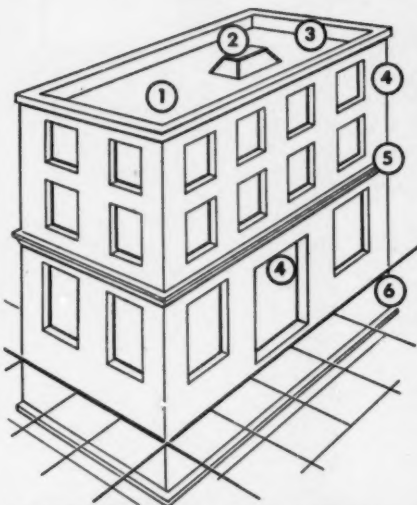
### Promenade Tile Deck

(Continued from Page 21)

part of sharp, clean sand should be used and to this is added lime putty not to exceed  $\frac{1}{2}$  part by volume. This

(Continued on Page 32)

## All Through The Building



PROFIT OPPORTUNITIES with **KARNAK** Roofing and Waterproofing **FABRIC**

1. Roof patching
2. Skylight flashing
3. Parapet flashing
4. Window and Door flashing
5. Cornice flashing
6. Foundation water-proofing

### KARNAK means PROFITS

KARNAK is the packaged membrane fabric that's thrifty. There's no waste . . . use it down to the last inch. Easy to handle, easy to store, always stays in perfect condition.

KARNAK reduces labor costs, too. Unrolls smoothly in all weather. It's easier, faster to apply.

There is a KARNAK asphalt product for every need, to meet every specification.



Write TODAY for Illustrated Specifications Book!

**LEWIS ASPHALT ENGINEERING CO.**  
30 Church St., New York, N. Y.  
Manufacturers of Asphalt Specialties for 25 Years

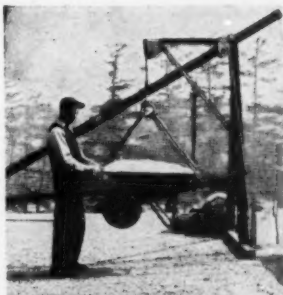
### CLIFFORD SWINGING DERRICKS

Get the load onto the roof deck instead of just up to it!

The Clifford Derrick patented, out-swinging arm not only clears obstructions between the deck and the ground but it also swings the load in easily on ball bearings.

Your loads are spotted well in on the roof deck with the labor- and money-saving CLIFFORD DERRICK.

Write for details and the name of nearest distributor.



**BEACON SALES COMPANY**  
50 WEBSTER AVENUE  
SOMERVILLE 43, MASS.

**For Big Jobs  
or Little Ones . . .**

**Cost-Conscious  
Contractors Prefer**

**"TROUBLE SAVER"**  
SECTIONAL STEEL SCAFFOLDING

The time you save means extra profits! It's easy to handle and assemble extra-strong, prefabricated "TROUBLE SAVER" Sectional Steel Scaffolding. **NO TOOLS REQUIRED.** "Trouble Saver" can be used for almost any roofing job. *Approved by Underwriters' Laboratories, Inc.*

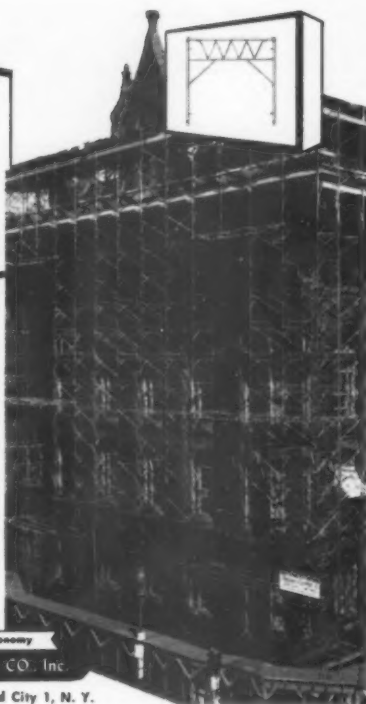
**FOR THE ROOFER**  
GOLD MEDAL Tubelox Scaffolding  
• Swinging Scaffolds • Steel Side-walk Bridges • Single and Extension Ladders  
"TROUBLE SAVER" Sectional Scaffolds • Steel Scaffold Brackets • Adjustable Steel Trussing

Complete Stocks for Sale or Rent



For Greater Safety...Efficiency...Economy  
**THE PATENT SCAFFOLDING CO., Inc.**

38-21 12th Street, Dept. Long Island City 1, N. Y.



*the winning combination!*

**Sell**



**for the front!**

**Sell your regular siding for the sides!**

**B**ig profits . . . small investment with Bondstone, today's most inexpensive system of duplicating the beauty, charm and permanence of natural stone! A few Bondstone franchise territories still open to qualified dealers. Write, phone or wire today!

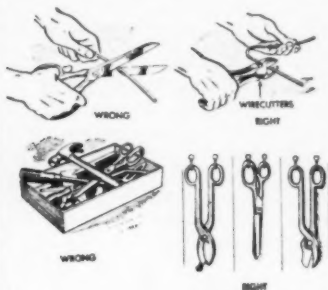


**EMCO CEMENT PRODUCTS, INC. • Paxinos, Pa.**

## Care of Tools

*(Continued from Page 17)*

for which shears are used. Bevel usually makes an angle of from 60 to 85 degrees with flat inside surface of blade. Paper-cutting and cloth-cutting shears are usually ground to a 60-degree bevel; tin-cutting shears are usually ground to a bevel of approximately 85 degrees. Bevel angle can usually be determined by examining an undamaged portion of blade. If bevel has been distorted its entire length, examine an undamaged pair of similar type shears to ascertain what correct bevel should be.



Do not attempt to cut heavier materials than shears are meant to handle. It will dull and possibly break the blades. Use shears designed to do the job.

Never toss shears into a tool box. They will become dull and are likely to be broken. Hang them on hooks or lay them on an uncrowded shelf when not in use.

### Storage

Apply rust preventive compound (thin film) to shears at time of storing. Store in a dry place with cutting edges protected from contact with other objects. Wash off rust preventive compound with dry cleaning solvent upon removal from storage.

## Promenade Deck

*(Continued from Page 23)*

grouting material is forced down between the tiles and the excess is removed by "Squeegee" mops.

After completion the entire surface is cleaned by scouring the tile surface with dry sand which removes the loose mortar.

## New Officers Installed at N. J. Guild Dinner

At a formal dinner attended by 135 individuals, the largest formal gathering in the history of the organization, new officers for the year 1952 were installed by the Roofing, Siding and Insulating Guild of New Jersey, an affiliate of NERSICA. Installation ceremonies took place at Military Park Hotel, Newark.

Vincent L. Crudele, National President of NERSICA, who is also a member of the New Jersey Guild, spoke and presented the new officers. He told the gathering that membership had grown in a few years from 23 to more than 90, and introduced several new members present at the dinner.

New officers include A. G. Hanson, President; Val Sealander, Vice President; S. Bernstein, Secretary; A. G. Carlsen, Treasurer; and Herman Otto, Sergeant-at-Arms. Directors for 1952 include V. L. Crudele, B. De Graaf, A. F. Fania, J. E. Herwig, M. Hertz, H. V. Main, Charles Reynolds, W. L. Schroeder and P. Blatt.

## Chamberlain Predicts

(Continued from Page 15)

a total of \$414. Other sidings were from 35 to 50 per cent higher.

Presented properly, this saving feature can in itself send the sales of insulating siding zooming to a record volume in 1952. With all forms of taxation, both visible and invisible, personal and corporate, already increased, builders and buyers will want to make every dollar count. You can help them by providing a complete, factual story on the way that insulating siding can cut costs.

The Insulating Siding Association has prepared a special cost brochure with the figures from the Chicago study in detail. Space is provided for figuring your costs on a comparable basis. You owe it to yourself and your customers to get this brochure and prove with your own figures that insulating siding can cut costs, without cutting quality. Address your request for the brochure to the Insulating Siding Association, care of this magazine.

**"A. R. & S. C.  
Readers Talk"  
Coming in February**

*You can whip the Problem of FELT LAYING IN WINTER with*




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**"HOT STUFF" CARRIER**

**MATT FELT LAYER and HOT STUFF CARRIER**

We needn't tell you about laying felt on a cold wintry day with the wind blowing and hot stuff cooling off before you spread it. You know the story better than we do. But, when you have a Matt Felt Layer on the job you don't have to worry about the wind blowing, or hot stuff hardening before you can get it on. There isn't a chance for it to cool—nor can the wind blow the felt away.

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On top of it, you save \$60.00 before you start—the Felt Layer was \$375.00 and now it's \$315.00. Order today so you can do more work this winter.

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**Other MATT Products**  
Buckets, Hot Stuff Buggies, Hot Stuff Carriers, Felt Carriers, Pouring Cans, Coil-less Burners, Mops, Kettles, Ventilators, etc.

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Installed on old roofs without removing slate, ideal for small homes.

"FITRITE"



**3-Pipe**  
3 PIPES  $\frac{3}{4}$ " I.P.S.  
For large slate roofs, Spanish Tile, corrugated and other steep roofs.

### No-Freeze for Roof Drains



- LOW COST •
- FOOL PROOF •
- EASY TO INSTALL •

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Slog

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NEW YORK



# INDEX ADVERTISERS

Aerol Products Co., Inc.	6
Air-O-Cel Co.	29
Ajax Building Bracket Co.	27
All States Roofers Supplies	34
American Associated Co.'s	28
Barrett Division, Allied Chemical Dye Corp.	2
Beacon Sales Co.	31
Bugher Manufacturing Co.	28
Calbar Paint & Varnish Co.	24
Cartier & Sons Co., The M. N.	28
Celotex Corp., The	18-19
Connery Construction Co.	28
Emco Cement Products, Inc.	32
Frey & Son, Frank P.	34
Globe Roofing Products Co., Inc.	
Back Cover	
Hauck Mfg. Co.	27
Hilts, E. L. & Co.	34
Hyde Mfg. Co.	6
Johnson Products Co.	24
Johns-Manville	5
Jones & Brown, Inc.	7
Kirby Industries	6
Lewis Asphalt Engineering Co.	31
Levow, David	33
Maizewood Insulation Co.	23
Matt Coil-Less Burner Co.	33
Metropolitan Roofing Supplies Co., Inc.	28
Midget Louver Co.	30
Murphy's Sons Co., Robert	29
My Hardest Sale	26
Nail & Wire Fabricators, Inc.	30
Old Quaker Paint Co.	10
Paralastic Products Co.	34
Patent Scaffolding Co., Inc.	32
Roofing, Siding & Building Specialties Manual	25
Ruberoid Co., The	8
Sprayed Insulation, Inc.	26
Stan-Gard Pigeon & Bird Repellent Co., Inc.	25

## Yeager

(Continued from Page 13)

and chimney which is most likely to take place.

### Asphalt Shingle Roof Maintenance

The maintenance of an asphalt shingle roof is most likely to be concerned with minor repairs to flashings, valleys, and gutters, while the shingles themselves gradually weather. Where individual shingles have been damaged, they may readily be replaced. When a new roof is desired because of appearance or because the roof has served out its time, the new roof can be applied over the old, providing the deck is in good condition.

The new roof may be of the standard three tab strip shingle, or if economy so dictates, re-roofing shingles may be used. In any case, where a new roof is applied over an existing roof, care must be taken to "smooth down" the old shingles and be sure that the old roof is thoroughly dry before applying the new roof. For re-roofing, extra long nails to insure proper holding in the roof deck are essential.

## Ads On "Shoestring"

(Continued from Page 16)

is done to the lawn, and that the presence of the sign indicates to neighbors and passers-by that the owner is a responsible person, intent on protecting his investment. Usually that last point, touching on the customer's pride, does the trick.

The last sign, the one that stays for a week after the job is completed, really produces business. After a job is done, the owner, usually proud of his new roof, shows it off to his friends and neighbors. He is usually very complimentary about the workmanship, and as a result this roofer has been able to trace many jobs in one neighborhood to the first job done in that area. As a matter of fact, several jobs have come in "over the transom" from towns some distance away, due to this unusual type of "Free Advertising."

To keep costs down, and volume up, try this "Free Advertising"—it works for this roofing contractor—and it will work for you!

## News

(Continued from Page 28)

estimators that next year's total will be 850,000, which until recently was rated as very high volume.

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*Fill in—Tear off—and Mail*

January, 1952

American Roofer & Siding Contractor  
425 Fourth Avenue  
New York 16, N. Y.

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- ☐ 6. Asphalt Shingles
- ☐ 7. Asphalt Siding
- ☐ 11. Brackets, Roof
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